
New Hampshire
*Department of Agriculture,
Markets & Food*

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August 6-12 is NH Farmers Markets Week

By

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Governor John Lynch has proclaimed the week of August 6-12 as New Hampshire Farmers' Market Week. It coincides with the 2006 National Farmers' Market Week, proclaimed by U. S. Agriculture Secretary Mike Johanns in celebration of farmers' markets all across America.

Direct marketing of farm products through farmers markets is an important sales outlet for agricultural producers nationwide. Farmers markets have continued to rise in popularity, mostly due to the growing consumer interest in obtaining fresh products directly from the farm. The number of farmers markets in the United States has grown dramatically, increasing 111 percent from 1994 to 2004. According to 2004 US Dept. of Agriculture figures, there are over 3,700 farmers markets operating in the United States.

New Hampshire has also seen tremendous growth in farmers markets, with over four times the number of markets as in 1994. There are 54 markets throughout New Hampshire today. The NH Dept. of Agriculture, Markets & Food and the NH Farmers' Market Association support the development and operation of farmers' markets and other direct marketing activities for agricultural producers. Farmers' markets offer products such as farm-fresh fruits, vegetables, herbs, meat and dairy products, baked goods, flowers and much more.

Farmers' markets provide an outstanding venue for farmers to market directly to consumers, generate income for family farms, and bring consumers face to face with those who grew the products, strengthening their appreciation of farmers' service. Farmers' markets support communities by bringing the ambience of the farm to the city or town, by making fresh and nutritious food readily available, and by giving consumers the ability to purchase locally grown produce with ease.

Farmers' markets in New Hampshire redeem coupons for families and seniors enrolled in the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) and the Senior Supplemental Nutrition Program, providing access for participants to fresh, nutritious food.

Local farmers' markets will be celebrating Farmers' Market Week with a variety of events to include: cooking demonstrations, food tasting, music, entertainment, raffles, contests and more. Visit the NH Dept. of Agriculture, Markets & Food website at www.agriculture.nh.gov or the NH Farmers' Market Association website at <http://www.nhfma.org/index.htm> for the most current list of New Hampshire Farmers' Markets.

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